



How
to
plan
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Trend-Setting KITCHEN

By [illegible] and [illegible]



"Many years ago the woman, who was called a kitchen mechanic, worked behind closed doors. We put her into space and made a lady out of her," explained the brilliant architect, Frank Lloyd Wright, when discussing plans for the Wausau, Wisconsin, home he designed for Mr. and Mrs. Drey Wright.

At left a glimpse into the large circular living room. The portion of kitchen area illustrated provides cooking and refrigeration centers. A second main kitchen entrance is beyond at right.

COVER ILLUSTRATION
Kitchen in House Beautiful
Pacesetter House, Cincinnati, Ohio

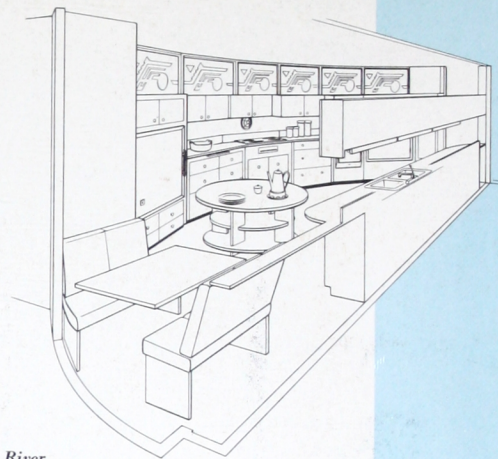
This fascinating kitchen in Northern Wisconsin is alive with the spirit of its

■ Your kitchen will be truly trend-setting because you are sensitive to your family's way of life. You know what kind of meals they prefer day by day; where they want to eat; and how they like to entertain.

The kitchen is, after all, a sincerely personal room representing your tastes and reflecting the direction in which your family's everchanging living pattern is moving.

Study this book. It will inspire and help you to plan your own trend-setting kitchen. Your remarkably versatile Revco Bilt-In Refrigerators and Freezers offer assurance that your exciting new kitchen will be a perfect joy to work in, and a constant pleasure to look at.

Significant architects and decorators throughout our fifty states include Revco in the basic planning of the fine kitchens they design.



This home is located on the bank of the beautiful Wisconsin River, beyond is Rib Mountain, the highest point in the State.



Designed for a family with highly developed musical interests, this house, with its floor plan in the shape of a musical note, illustrates the late Frank Lloyd Wright's conviction that there should be as many different types of houses as there are types of people, and as many differentiations in the types as there are different people.

The Duey Wrights describe their inviting home as a frozen symphony. The perforated windows above the kitchen cabinets represent the rhythm part of the symphony.

s owners as interpreted in three dimensions by architect Frank Lloyd Wright.



Open planning creates a room

Open planning promotes a buoyant, boundless feeling of space within a house. When the kitchen and family room are related you can almost feel the leisurely good times that ensue. The very warmth of the atmosphere seems to suggest serving meals, prepared with care and imagination.

The cooking area is intelligently separated in a functional 'U'. The new Revco Combination Refrigerator-Freezer is a most important corner of the efficient appliance triangle, which it forms with the oven and sink. Each of these three major appliances is served by an abundance of counter top working area.

There is an uninterrupted view from the family room to the kitchen, yet the sink peninsula between the two areas assures protection for meal preparation in an out-from-underfoot area. This peninsula doubles as a buffet serving counter.

During the day you can work in the kitchen while keeping a watchful eye on the children at play in the family room or outdoors on the open terrace with swimming pool. There is a direct view and access from the kitchen to this terrace.

Revco's new Combination Refrigerator-Freezer is located near the entrance to the garage, left, saving countless steps carrying in food supplies.

Even the cook comes to the party when the kitchen is open to the family room dining

room with a friendly warmth which invites people to enjoy themselves

Soft appealing colors contribute to the great charm of this family room which is open to the kitchen on the left and the living room beyond the pass-through serving counter. Vertical V-joint bleached mahogany walls blend with the kitchen cabinets both in color and design. Wood surfaces have been treated with a natural preservative. Floor covering is a practical vinyl.

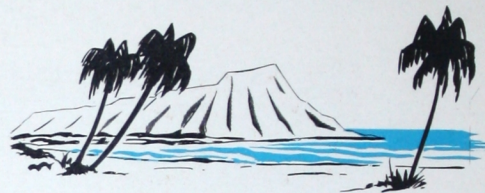
*Design by
Scholz Homes,
Toledo, Ohio*

ining area . . .



In Hawaii this light and cheerful kitchen is a prize winner

Skillful planning and a natural inventiveness combine to create this beautiful kitchen in Honolulu, judged best in a recent Hawaii Homes Week celebration. Materials, carefully used, give the room an especially pleasing color and design harmony. Major appliances have mellow copper fronts matching the copper hood over the in-the-kitchen barbeque. Counter top work surfaces and floor display a respectful design unity with the brown and beige terrazzo pattern covering both areas. The colors in the plastic counter top and the vinyl floor repeat the copper of the appliances and light natural wood of the cabinets.



Side by side Revco Bilt-In Gourmet Refrigerator (closest to the unloading counter because it is used most frequently) and Revco Custom Freezer are just the right height for looking and reaching. Here is 14.7 cubic feet of always accessible, efficient refrigeration. Fluorescent tubes recessed in the soffit, above the refrigeration wall, insure abundant light in this area.

Off the floor design of the birch kitchen cabinets give them the finished appearance of a fine piece of furniture. Copper door and drawer pulls are happy accents repeating the color of the major appliances.

Barbeque in the kitchen means that friends gather here when the family entertains. The whole scene seems to say that guests are always welcome in this cheerful area which functions with equal ease when meals are prepared for the family or for a group.

*Design by Grant Harrington
Installed by Hawaii Hotel &
Restaurant Supply, Inc.*

Woven wood slat blind is lowered when Mr. and Mrs. Edwin L. McElheny of Nappanee, Indiana, want to screen a direct view of the kitchen from the multi-purpose room.

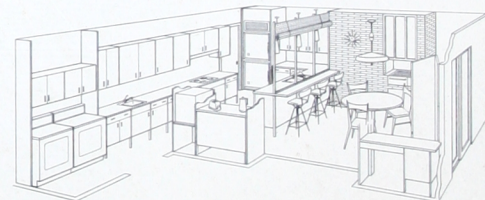
Mutschler Kitchen Design

Integration of total design is achieved by use of matching wood doors on built-in refrigerator and freezer.



Design coordination and skillful handling of materials combine to create this outstanding multi-purpose room and kitchen. Peninsula containing double bowl stainless steel sink, counter work area, and snack bar, separates the two areas.

Revco Gourmet Refrigerator and Custom Freezer are part of the ideal appliance triangle, with recommended 22 feet or less of walking space between the range, sink and refrigerator. Prefabricated custom cabinets insure easy installation of Revco Built-in equipment.



■ Exciting design unity coordinates this Indiana family room and kitchen.



House Beautiful Pacesetter

The remarkable versatility of arrangement of Revco Bilt-In Refrigerators and Freezers is particularly significant in this HOUSE BEAUTIFUL magazine Pacesetter House. Its owners, in Cincinnati, Ohio, needed a kitchen to accommodate daily meal preparation for four adults. They occasionally give large parties demanding maximum storage for perishable foods.

A Revco Bilt-In Gourmet Refrigerator over a Custom Refrigerator and a Revco Bilt-In Undercounter Freezer are located in the kitchen itself. The classic design of this equipment, and a freezer door color matching the cabinets, make it possible to concentrate three units in the part of the room where they will be most functional, in an unobtrusive manner appropriate in this complex kitchen.

The Gourmet and Custom Refrigerators have stainless steel doors matching the hood over the broiling oven, the two sinks and the legs of the movable table at the end of the island. The Undercounter Freezer is blue, matching the neighboring cabinets.

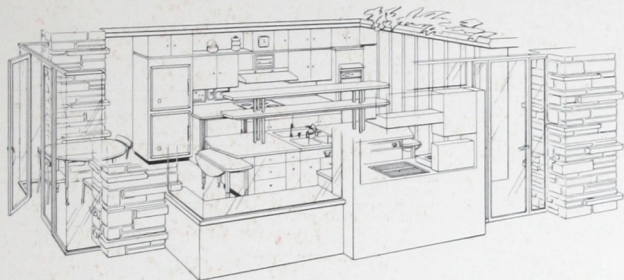
The Gourmet Refrigerator with adjustable temperature range from 33 to 55 degrees gains another dimension with custom gourmet fittings to adapt it for special uses. The top refrigerator houses a custom-designed wine rack and, with a twist of the controls, is set to maintain an accurate 43 degree temperature suggested for wine. Vegetables, in the refrigerator beneath, stay crisp when the controls are set anywhere within the 33 to 40 deg. range.

The special merit of each Revco being a separate unit is well illustrated in this house. Four supplementary units are installed in the laundry and utility room. These are set in banks of two with a slight offset in between. The two banks have doors opening in opposite directions, making it possible for cooks to reach supplies from this area without interfering with each other. The 4-unit refrigeration bank is ideally located—convenient to kitchen and outside service entrance.

■ Seven separate units
serve this articulate kitchen

■ The Custom Gourmet is engineered for the epicure

A choice of seven interior arrangements is available



This permits special uses of Revco Bilt-In Refrigerators. You set a wide range temperature control, 33 to 55 deg., to maintain the ideal temperature for serving choice food and wine.



You can adjust the control to maintain the recommended 55 degree temperature when this special modular steel rack converts your Gourmet Refrigerator into a dependable wine cellar for the epicure.



Fruits and vegetables stay fresh between 33 and 40 degrees. Bilt-In Gourmet Refrigerator maintains the precise degree selected within a range from 33 to 55 degrees.



Illustrated are two of the seven custom interior accessory groups available on special order from the factory, requiring six to eight weeks for delivery.



*Left, entrance to
Trend Setting
Kitchens
Center, 1137
Merchandise
Mart
Kitchen Design
by Mutschler*

*Right,
Indoor-Outdoor
Built-In
Refrigeration
Center
Kitchen Design
by St. Charles*



Here are ideas from The Kitchens Planning Center at Space 1137 in the Chicago Merchandise Mart

Working in close cooperation with salient custom cabinet manufacturers, Revco sponsors this Trend Setting Kitchens Center at the Merchandise Mart in Chicago. Here new ideas are developed and trend-setting kitchens are built.

These Revco kitchens are abundant with forward-thinking plans and features which will help you to create your own trend-setting kitchen. First, you will want to select the Revco Bilt-In Refrigerators and Freezers best suited to your family's needs. Perhaps the newest Revco Bilt-In will serve you best. This is the Combination Refrigerator-Freezer.

Your plans may require the versatility of arrangement made possible through the use of Undercounter models of the Custom Refrigerator or the Custom Freezer. You may want a Gourmet Refrigerator and Custom Freezer installed side-by-side or a Gourmet Refrigerator installed over a Custom Freezer. Whatever combination of refrigeration equipment you need, you will find that Revco supplies it.

Besides offering this variety of equipment, Revco Bilt-Ins are available in 28 custom colors plus stainless steel, copper-glo or wood panel doors

to match your cabinets. Revco Bilt-Ins offer ease of installation. Leading quality cabinet manufacturers prefabricate cabinets for Revco Bilt-Ins; or cabinets can be custom built to specifications which are available upon request from Revco.

Before drawing preliminary plans for your own trend-setting kitchen, study the kitchens described in this book. They contain many vital ideas you can adapt to meet your special kitchen needs. Drop a note to Director of Information, Trend Setting Kitchens Center, 1137 Merchandise Mart, Chicago 54, Illinois. Request the Kitchen Planning Source File which contains scaled floor plan paper and cutout models of equipment. Draw your own basic plans, then visit your nearby custom kitchen dealer. He will help you refine and develop your plans to give you a stunning new trend-setting kitchen.

When you visit Chicago you will want to see the sound and color slidefilm, "How to Plan a Trend Setting Kitchen" . . . which will be shown to you on request at Space 1137 in the Merchandise Mart. The film is shown two or three times a day to all the Electric Association tours and twice a day as part of the regular Merchandise Mart tours.

Revco has been setting trends in refrigeration since 1938



These two intelligent kitchen remodelings display versatility of arrangements po

In California, this tidy second kitchen added to the porch next to the patio is the pure delight of the Doug Johnson family. It contributes to frequent leisurely entertaining. Meal preparation is not isolated to a closed room away from all the fun. Buoyant conversation prevails while a tantalizing steak is sizzling on the barbeque. As the place to prepare food while entertaining, this second kitchen is the answer.

Revco Undercounter Custom Refrigerator displays welcome versatility as it is neatly installed beneath the quarry tile working counter. It is convenient to the barbeque, the stainless steel sink and the built-in oven with two pull-down burners located above.

Folding door pulls across this area, meeting the post on the right and offering complete weather protection when this second kitchen is not being used.



possible with separate refrigerator and freezer units

An idea from the Kitchen Planning Center inspired this remodeling theme of exceptional merit in the northern Ohio home of Mr. and Mrs. Harold Boutin.

Side-by-side refrigerator and freezer, each opening onto an unloading counter, were made possible when the kitchen was expanded to include part of the utility room. This is the perfect layout for a family where host and hostess share in food and beverage preparation. Exhaust fan with planter over cook-top is a trend setting innovation.



Above, utility room before remodeling. This space is now occupied by built-in refrigeration center, shown in color illustration left.

The Boutins included a Revco undercounter refrigerator with glassware cabinet storage above, convenient for entertaining.



Mirror storage wall visually enlarges kitchen area

If you are striving to gain maximum utility from minimum space, you will find valuable ideas in this compact kitchen design.

Beginning at the left with the new 16.5 cu. ft. lower priced Revco Bilt-In Combination, requiring 2 x 3 ft. of floor space, this kitchen demonstrates many desirable features. It includes cabinets with drawers for special purposes, counter-top with built-in mixer and cutting board, and multiple appliance outlets. A second Bilt-In Freezer in color matching cabinets is under this same counter.

The mirror wall glides open to reveal major cabinet storage. When closed, serves to enlarge and brighten the kitchen and adjoining area. A built-in dishwasher, a double bowl sink, and a convenient sit-down sink are found in this efficient kitchen area. Bright colors, counter-top planter and hanging lamp accent the pleasing decorative scheme.



A kitchen of ideas at the Trend Setting Kitchens Center, 1137 Merchandise Mart, Chicago. Designed by Geneva Modern Kitchens.

Movable wall opens for everyday living, then closes for formal parties

Here is a new space-making, trend-setting idea. At right, a well balanced kitchen with modern equipment built in for beauty and convenience.

For day to day living, the room is opened into a spacious work center and family dining area. The whole house seems larger. If there are times when clutter develops, especially when entertaining, this Trend Setting Kitchen solves the problem. The entire cabinet wall, at right, rolls quickly and easily to form a new wall and to literally create a separate dining room.

Folding doors, at left, close to complete the trick. There is a separate dining room for more formal occasions. This space creating idea is especially effective in smaller homes.



Below, Cabinet at right rolls to form a wall.

Below, movable wall in place for formal dining.

Folding doors at left close, completing the separation.



*Kitchen design by Bruce
McCarty—Scheirich
Bronze-glo Cabinets*

Accessibility reigns supreme in this Florida kitchen

Both frozen and fresh food is always accessible in this kitchen designed for a family living on the Florida East Coast, who know how to entertain successfully.

The two Revco Bilt-In Custom Freezers, on the left, and the two Revco Bilt-In Gourmet Refrigerators on the right are served by the convenient, continuous counter, which extends across the freezer and refrigerator wall beneath the four separate built-in units.



Affluent use of stainless steel contributes to the pleasing look of efficiency in this kitchen.

Open planning permits an exciting view of the kitchen all the way from the formal living room 148 feet to the far right.

Off-the-floor cabinets insure easy access of all utensils.

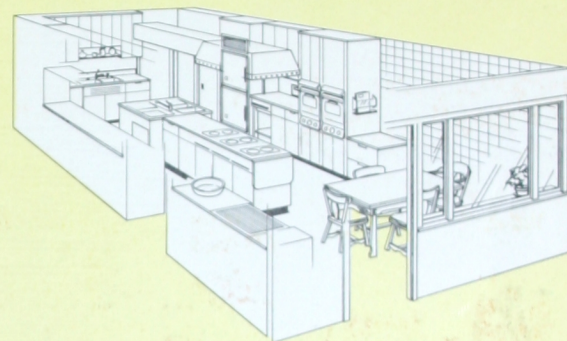


*Designed by Westphal Kitchens,
Palm Beach, Florida.*



Washington State Kitchen expresses personal needs

Hearty supply of spices and well-equipped knife rack are the revealing little touches that say good meals are prepared in this natural wood and copper kitchen in Yakima, Washington.



Serving cart on large rubber casters fits perfectly into its own garage, beneath the unloading counter, next to the Revco Gourmet Refrigerator and Custom Freezer. Food can be unloaded into this handy cart, and then taken to any one of the several food preparation centers, in this large and carefully planned kitchen.

Built in barbeque, dishwasher, plastic-topped pass-through serving counter and sturdy ranch oak dining table are located in other parts of the room.

*Designed by
The Kitchen Center*

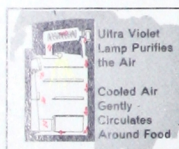
the
Incomparable

REVCO
Bilt-In

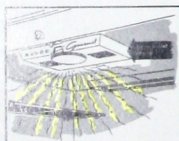
Gourmet[®]
the achievement of perfection in custom refrigeration



9 cu. ft. Model RG-99 GOURMET REFRIGERATOR



New Advanced Design Refrigeration: To preserve food flavor and freshness, purified chilled air is gently circulated around the food. Defrosting is completely automatic. Chills food faster than conventional refrigerators—and keeps exact temperature with minimum variation.



Precise Temperature Control and Ultra-Violet Lamp: Controls temperatures to a degree of accuracy only possible in the new Gourmet. Revco automatically purifies the air with an ultra-violet ray lamp located in the refrigerator. This freshened air eliminates damaging mold formation and odor transfer—lets you serve foods at the peak of flavor and freshness.

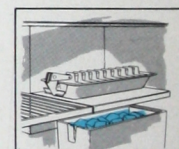


Convenient Shelf Arrangement: Square, uncluttered interior with flexible shelf arrangement provides usable storage equal to ordinary 12 cu. ft. refrigerators. Two pull-out shelves; handy door shelves with separate butter and cheese compartments; portable egg basket; large capacity lower door shelf; pull-out vegetable crispener and oversized meat keeper.



5.7 cu. ft. Model FC-79 CUSTOM FREEZER

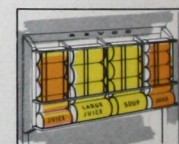
Ice Cube Container and Cube Shucker: Convenient shucker trays and insulated cube container. When cubes are frozen, invert tray on cube container, press release lever. Cubes stay dry and separated for immediate use. Two shucker trays and container are standard equipment.



New See-through Freezer Drawer: You can see the contents without opening drawer or removing other foods. The open front permits full circulation of zero-cold air in and around all of the frozen foods in your freezer. Removable drawer rolls out easily on nylon rollers. Adjustable control from 0° to -20° F. Faster freezing aluminum interior.



Frozen Juice Can Dispenser: Special dispensing rack holds small and large frozen juice and soup cans. Columns are loaded from the top and as one is removed another drops into position. Holds up to 20 cans. Three sizes of cans may be intermixed in center columns and two sizes in outside columns.



now, a new

REVCO

Bilt-In

combination

Refrigerator-Freezer

Model RF-171, the new Revco 16.5 cu. ft. combination refrigerator-freezer features Gourmet refrigeration system, automatic defrost, precise temperature control and ultra-violet lamp food protection.

Easily installed in custom made or prefabricated cabinets, the new Revco Bilt-In fills the needs for convenience, appearance and efficiency.

The large 11 cu. ft. refrigerator section and the 5.5 cu. ft. freezer section provides abundant food storage capacity.

Application of custom panels of stainless steel, copper-glo, 28 colors, wood or laminated plastic permits complete flexibility of decor.

MODEL RF-171 Combination Refrigerator-Freezer Specifications

Outside Dimensions: Opening (overall) Height 81"; Width 33"; Depth 23½". Inside Dimensions: Refrigerator Height 34½"; Width 27½"; Depth 20½". Freezer Height 23½"; Width 24½"; Depth 18". Total Capacity: Refrigerator 11.0 cu. ft., Freezer 5.5 cu. ft. Shelf Area: Refrigerator 19.29 sq. ft., Freezer 8.42 sq. ft. Interior Finish: Refrigerator—porcelain enamel, Freezer—aluminum sheet. Exterior Finish: Stainless steel, copper-glo, 28 custom colors, or may be fitted with panels. Compressor: ¼ h.p. Tecumseh, 110-120V, 60 cycle. Condenser: Combination shell type static and fan cooled. Net Weight (uncrated): 332 lbs. Shipping Weight (crated): 402 lbs.



Model FCI-71 Custom Bilt-In Freezer with Automatic Ice-Cuber

The Revcomatic Freezer has the same specifications as Model FC-79 but comes equipped with a factory installed automatic ice-maker. This custom accessory fills, freezes, and deposits half round ice cakes in an easily accessible container, from which one cube or entire supply may be removed.

Net capacity (NEMA) is 5.5 cu. ft., the ice maker taking only 2 of a cu. ft., about the same space as the standard ice-container and 2 trays.

Model FUI-61 is the undercounter automatic ice-making model with same specifications as FU-69, except for the net capacity of 5.5 cu. ft.

Model RU-59 Undercounter Refrigerator

For secondary food storage and preparation centers and beverage preparation areas, such as recreation rooms, family rooms, patios, dens, offices, poolside, or dining areas, the Revco Undercounter Refrigerator is the ideal answer.

Custom Model RI-89 also available for installation in cabinet or wall.

Specifications Model RU-59

Same specifications as Model RI-89, below, but has frame and grilles, shipped with product, to fit opening of 34½" height, 24" depth and 36" width.

Model RI-89 Custom Refrigerator

Outside Dimensions (door frame): Height 33"; Width 33"; Depth 23½". Inside Dimensions: Height 27½"; Width 27½"; Depth 19½". Total Capacity: 7.3 cu. ft. Freezer Compartment: 1.0 cu. ft. Shelf Area: 10.7 sq. ft. Finish: Stainless steel or custom colors; left or right hand doors at no extra cost. Push-button defrost. Compressor: 1/5 h.p. Tecumseh, 115V 60 cycle. Condenser: Shell type static. Net Weight: 185 lbs. Shipping Weight: 214 lbs.



Enduring Kitchen Beauty adds value to your home

—and now there is a trend to more than
one meal preparation center in the home.

Even on the patio (right, above) refrigeration is at your fingertips with a Revco Bilt-In Under-counter Custom Refrigerator beneath the slate serving counter. Charcoal grill and small appliances are nearby.

This compact outdoor kitchen with the adjacent full size indoor kitchen illustrates the versatile use of Revco Bilt-In Custom units. Equipment is designed as modular units so it can be added where and when you need it. Conveniently located refrigeration assures poised meal preparation.

Consider the everyday and the party day life of your family. With this as a guide to your refrigeration needs, start planning your own trend-setting kitchen with Revco Bilt-In Gourmet Refrigerators, Custom Freezers and Refrigerators, or the new combination. Precision engineering will give you the best in efficient equipment. Distinctive, classic design will help you plan a kitchen that will be a delight to the eye.

Your kitchen will gain a satisfying unity when you select an appropriate custom finish. Those available include stainless steel, copper-glo, matching woods, or 28 custom colors.

Nearby is a Trend Setting Kitchens Planning Center, prepared to interpret your ideas to make certain you achieve a kitchen distinctively yours.

*Patio Entertainment
Center designed by
St. Charles Kitchens.*



*White wood provincial
designed by
Coppes Napanee.*



*Modular off-the-floor
refrigeration center.
Mutschler design.*



REVCO Inc.
Deerfield, Mich.

SETTING TRENDS IN REFRIGERATION SINCE 1938